



Create multidimensional experiences that foster *meaningful connections* between people and systems.

www.yiyunqiu.com
+1 206 383-3238
memeyun5205@gmail.com

EXPERIENCE

RealM / Lead Product Designer

Apr 2024 - Sep 2024 | Bellevue, WA, US

- Spearheaded end-to-end design for an AI-enabled, cross-platform, and customizable 3D digital twin for housing, improving pre-visit efficiency and reducing costs for both agents and buyers.
- Orchestrated user research and market analysis with cross-functional teams, defining MVP and KPI strategies; secured 100+ MOUs and ranked **top 10% in YC 24S batch**, endorsed by four major real estate franchises.
- Established brand guidelines, visual identity, and a responsive website for higher visibility by 78% and better brand awareness.

Microsoft / Product & UX Designer (Imagine Cup)

Sep 2022 - Current | Seattle, WA, US

- Shipped end-to-end design and research of an AI-driven wearable and iOS app addressing muscle imbalance for young professionals; recognized as a World Finalist in the 2023 Microsoft Imagine Cup (**top 1%**).
- Fostered collaboration and drove adoption with high profile healthcare industry partners through UW Medicine, with proven product-market fit.

Cosinfinity / Founder & Interaction Designer

Nov 2022 - May 2024 | Beijing, China

- Launched **2 space art projects into orbit**, which transformed space data into music; featured by 8+ international media, reaching **200M+ global users**.
- Led creative direction for the Shanghai Longines Global Champions Tour, featuring digital 3D interaction with **500M+ impressions**.
- Hosted art and design forums in 8 countries and showcased projects at 10 renowned events like the Sci-Fi World Exhibition and International Biennial.

Meta / Product Designer (Academic Project)

Sep 2023 - Mar 2024 | Bellevue, WA, US

- Led the design of a web app and IoT-powered installation, driving user adoption with better safety and increasing 25% efficiency for trail managers.
- Conducted user research and three-round testing, developed prototypes, and built a design system, collaborating seamless with PMs and engineers.

Tencent / UX Researcher Intern

Jun 2019 - Sep 2019 | Shenzhen, China

- Drove key scenarios and five use cases development for more efficient and smart urban commute through quantitative and qualitative research.
- Boosted user satisfaction by 20% and reduced boarding time by 38%.

EDUCATION

University of Washington

Sep 2022 – Mar 2024 | Seattle, WA, US
M.S. in Technology Innovation (HCI)
GPA: 3.85/4.0

Tsinghua University

Sep 2021 – Jun 2024 | Beijing, China
M.A. in IoT Design
GPA: 3.93/4.0

Sep 2017 – Jun 2021 | Beijing, China
BFA in Information Art and Design,
GPA: 3.83/4.0, ranked 1st

Massachusetts College of Art

Jan 2020 – May 2020, Boston, MA, US
Exchange in Studio for Interrelated Media

SKILLS

User Research / Data Analysis
Product Strategy / Prototyping / Wireframing
Design System / Usability Test / Visual Identity
Creative Direction / Data Processing

TOOLS

Figma / Principle / Adobe Creative Suite
Framer / WIX / Unity 3D / TouchDesigner
Arduino / Processing / HTML+CSS / Python

AWARD

Microsoft Imagine Cup World Finalist

Jul 2023 | Seattle, WA, US

Grand Prize & Champion

Jul 2022 | Youth Innovation Competition